

CITY OF
EL SEGUNDO

Update on Major Events Committee Activities

October 21, 2025





Agenda

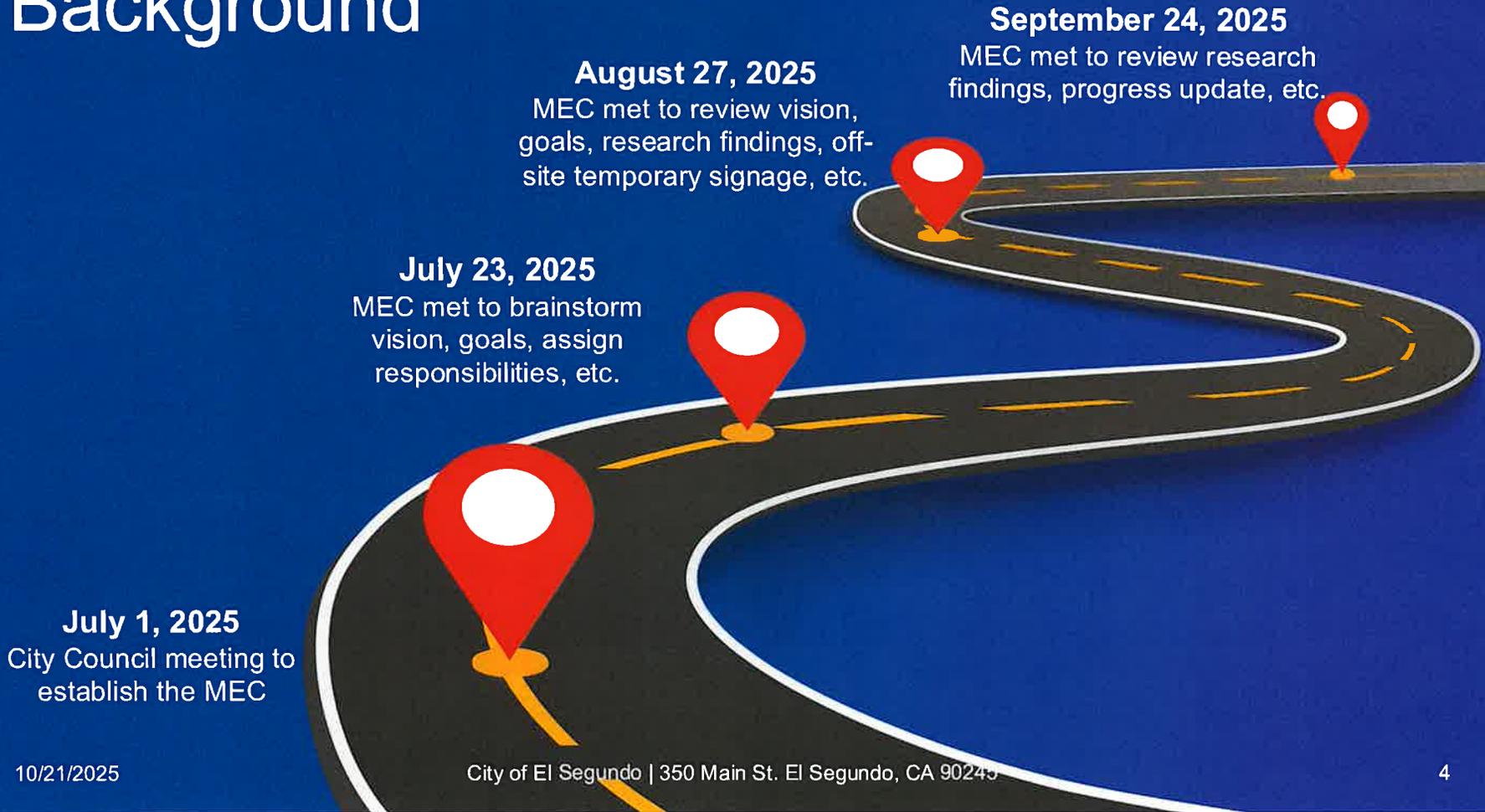
1. Background
2. Vision & Goals
3. Research Findings
4. Direction from City Council

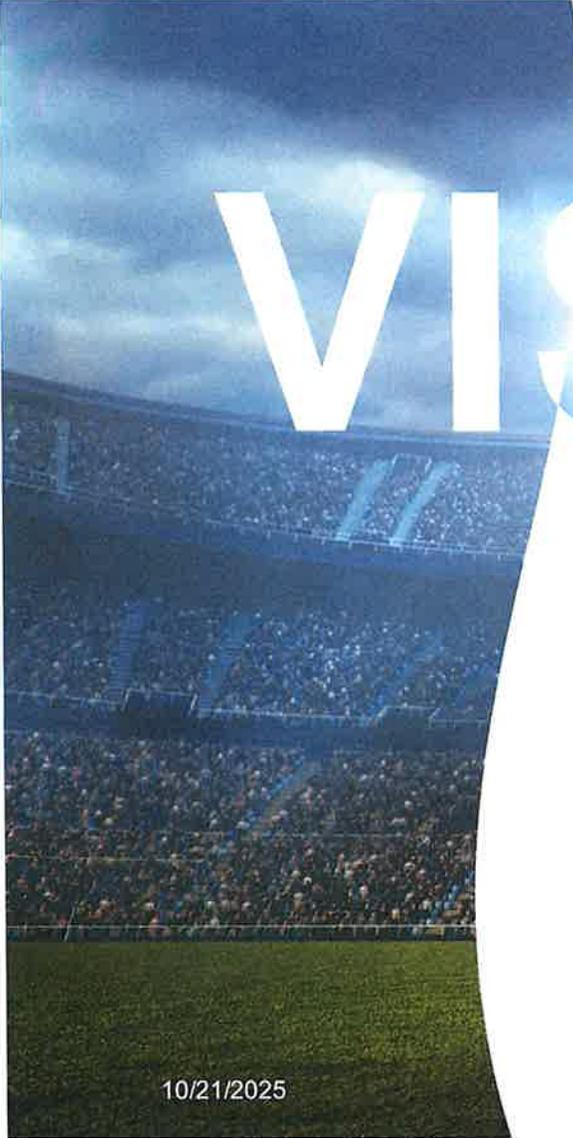
Background

The Major Events Committee (MEC) was established to proactively plan for the City's participation in and response to upcoming global events, including the FIFA World Cup 2026, Super Bowl LXI 2027, and the LA28 Olympic and Paralympic Games.



Background





VISION

El Segundo is a premier destination for **family-friendly entertainment and cultural experiences**, where small-town charm meets the global stage. As the *Gateway to the Games*, we are leveraging major events to **create a safe, welcoming and vibrant environment**; fostering community engagement, generating educational opportunities and creating lasting memories. With a rich legacy of innovation, a walkable historic downtown, and an unparalleled professional sports presence, El Segundo is uniquely positioned to **activate, inspire and engage**. Through strategic planning in infrastructure & transportation, public safety, event programming and activations, and the use of training facilities, we **maximize economic opportunities for local businesses**, elevate the city's visibility on a global scale and create a lasting legacy, **enriching the lives of our residents, businesses and visitors** alike.

10/21/2025

Goals

Strategic Partnership
& Global Outreach



Operational
Excellence & Safety

Economic Empowerment
& Sustainable Growth



Community &
Educational Enrichment

Permanent Legacy &
Sustainable Impact



Committees Recommendations

- Policy Considerations:
 - Short-term Rental
 - Temporary Signage
 - On-Street Parking

Committees Recommendations

- Activations & Transportations

City Facility Use: El Segundo Wiseburn Aquatics Center

Proposed Premium Use Rate: \$80 (100% of the basic lane rental, specialized daily labor required for pool reconfiguration, resident loss-of-use, exclusivity premium, and market comparability analysis.)

Facility Comparison	Service/ Category	Approx. Long-Course Rate (per lane/ hr)	Relation to \$80 Rate
LA Area Municipal Center	Commercial Non-Residential Rate	\$28.00	Standard Baseline (35% of proposed rate)
SoCal High-End Public Center	Category 3 Long Course Rental	\$40.00	High-End Public Baseline (50% of proposed rate)
Private/ Residential Pool Rental	Exclusive, Hourly Private Access	\$60.00-\$80.00 +	Establishes Market Value for Exclusivity

Direction from City Council

1. Event Activation and Engagement
2. Off-Site Temporary Signage
3. Short-Term Rental Policy
4. Residential Parking Protection
5. El Segundo Wiseburn Aquatics Center Agreement

